

Message Text

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PAGE 01 STATE 148728

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INFO OCT-01 EA-11 ISO-00 EB-11 USIA-15 RSC-01 /039 R

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DRAFTED BY: BIC/OED/SHAYS

APPROVED BY: EB/OCA/REP:MDONOVAN

RLPRITCHARD/OED/DEPD

STATE/JNESVIG (PHONE)

USIA/DJONES(PHONE)

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R 102118Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

AMCONSUL OSAKA KOBE

INFO AMCONSUL SAPPORO

UNCLAS STATE 148728

E.O. 11652: N/A

TAGS: BEXP JA

SUBJ: FOREIGN BUYER PROGRAM (FBP) - U.S. TRADE SHOWS

REF: A. TODAY 8098; B. TOKYO 8157, C. OSADA KOBE 393;

D. OSAKA KOBE 390; E. STATE 114770; F. STATE 2763

1. POSTS POSITIVE RESPONSE ON PROMOTION OF JAPANESE
ATTENDANCE AT U.S. TRADE SHOWS APPRECIATED.

2. RE PARA 5, REF. A, METHOD OF CARRYING OUT PROMOTION
ABROAD LEFT TO DISCRETION OF POSTS. WE SEE NO
OBJECTIONS TO PROCEDURE OUTLINED PARA 4 PROVIDING THIS
WILL YIELD ADVANCE INFORMATION ON AT LEAST PORTION OF
VISITORS AS OUTLINED IN REF E. POSTS SHOULD RECEIVE
INFORMATION ON EXHIBITORS WISHING TO MEET FOREIGN
BUSINESSMEN ON ALL SHOWS BEING PROMOTED APPROXIMATELY
ONE MONTH TO SIX WEEKS PRIOR TO SHOW. TO EXTENT POSSIBLE
POSTS SHOULD THEN PROVIDE COMMERCE SIMILAR INFORMATION
ON FOREIGN VISITORS SUFFICIENT TIME TO PASS TO EXHIBITORS
PRIOR TO OR DURING SHOW. THIS CROSS EXCHANGE OF
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INFORMATION IS KEY TO PROGRAM SUCCESS AND HIGHLY

APPRECIATED BY BOTH EXHIBITORS AND VISITORS IN PREVIOUS SHOW. FORWARDING OF INFORMATION RECEIVED ON VISITORS BY POSTS FROM RETURN CARDS MENTIONED PARA 4 WILL BE EXTREMELY USEFUL TO COMMERCE.

3. POSTS' SUGGESTIONS IN REFS B AND C TO EMPLOY FSLs TO ACCOMPANY JAPANESE GROUPS VISITING U.S. HAS CONSIDERABLE MERIT AND BENEFITS ARE RECOGNIZED, BUT NO COMMERCE FUNDS ARE AVAILABLE UNDER FBP FOR THIS TYPE ACTIVITY. HOWEVER, AS LANGUAGE IS A PRIMARY PROBLEM A COMMERCE OFFICIAL FLUENT IN JAPANESE WILL BE AVAILABLE FOR ALL SHOWS REF F WHERE SUBSTANTIAL JAPANESE ATTENDANCE WARRANTS THIS TYPE ASSISTANCE. FURTHER, ALL AUTHORITIES FOR SHOWS REF F COMMITTED TO PROVIDING INTERPRETERS AS NEEDED.

4. RE PARA 11, REF D, NO FUNDS AVAILABLE TO EMPLOY PUBLIC RELATIONS FIRM FOR CARRYING OUT FBP ACTIVITIES ABROAD. USIA AND ITS USIS POSTS ARE CHARGED WITH PROVIDING INFORMATIONAL SUPPORT FOR FBP AND OTHER COMMERCE PROGRAMS. KISSINGER

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